



## **EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER**

### **ADVISORY BOARD MINUTES**

**REGULAR MEETING**  
**Wednesday, March 6, 2013**

**The Emma S. Barrientos Mexican American Cultural Center Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.**

#### **Board Members in Attendance:**

Juan Oyervides, Chair  
Velia Sanchez-Ruiz, Co-Chair  
Blanca Valencia, Member  
David Carroll, Member  
Cassie Smith, Member

#### **Board Members Absent: 0**

#### **Staff in Attendance:**

Herlinda Zamora, ESB-MACC Manager  
Laura Esparza, HAND Division Manager

1. **CALL TO ORDER:** Juan Oyervides, Chair, called the Board Meeting to order at 5:40 pm.
2. **APPROVAL OF MINUTES:** Minutes from the Board Meeting held on 2/6/13 were approved. Motion to approve the minutes was made by Co-Chair Sanchez-Ruiz with a second by Member Smith. The motion was passed (4.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members: Smith and Carroll. Member Valencia arrived later.
3. **CITIZEN COMMUNICATION:** NONE
4. **STAFF BRIEFINGS:**
  - a. Herlinda Zamora reported on the ESB-MACC facility repairs that remain pending such as the HVAC and leaks. She reported that Robert Jones had been hired as the new Exhibit Specialist and would start on March 10, and Johnathan Jamerson's paperwork was still pending approvals for his position as Maintenance Worker III. Zamora discussed the process for the Education Coordinator position. She updated the Board on March events. She also presented a rental request form that Chair Oyervides asked to review.
  - b. Chair Oyervides wanted clarity on the revenue from the parking lot. Esparza explained that the revenue could not go into programming, i.e. the trust and agency. Instead, Esparza placed it as an unmet need in the same amount as the revenue related to the parking lot, which included \$94,000 (\$82,000 for temps and \$12,000 landscaping).

Laura Esparza and Zamora reported on the parking meters, the gate, and weekend revenues. Chair Oyervides asked about a fee schedule for the parking lot on Sundays and asked that Esparza find out how we can include the parking lot on the fee schedule. Oyervides expressed how there is a missed opportunity to charge large groups a fee to use our parking lot on Sundays. He asked that Esparza find a solution for someone like the Rangers or someone who can close the gate at 3am

on Sundays. Oyervides wants a solution for organized events like the Boathouse to pay for the use of the parking lot on Sundays. Esparza found out that the Rangers shifts are 6 am – 10:30 pm.

Esparza also reported on LARP. She explained that there were 2 orientations, and the application was submitted with deadlines on March 30 for theater and performance arts; and April 27 for the visual arts. The performing artists needed to know that they had space right now for their next season. Member Smith expressed concerns about announcing the application to as many artists and groups as possible. Zamora explained that it would be posted on the ESB-MACC website, with Friends of the MACC, Cultural Contracts, and emailed to the Board. Members Cassie and Valencia volunteered to sit on the review panel. Esparza also reported that the ESB-MACC rated high for 2014 unmet budget needs to support an after-school program. She mentioned that there would be a budget presentation in May and that ESB-MACC staff asked for an after-school program, 1.5 positions, and a van.

**5. PRESENTATIONS: NONE**

**6. BOARD ITEMS FOR DISCUSSION AND/OR ACTION**

- a. The Chair's Report
  - i. Chair Oyervides reported on the parcel recommendations and stated that a memo from Sara Hensley to Council summarized the Boards recommendations for the parcel.
  - ii. CM Riley Business/Parks Parking Ordinance: The proposal is in the hands of PARD who will develop the language for the proposal to bring back to Council that excludes ESB-MACC in perpetuity from the ordinance.
  - iii. Parking Revenues: CM Martinez's assistant, Bobby Garza, is working with CM Riley's office to develop an ordinance to change the revenue so that it goes directly to ESB-MACC. The Chair received a call from Kim McNeeley who explained to the Chair that the revenue from the parking lot can't be used for ESB-MACC programming. Instead, the ESB-MACC parking lot would fall under the umbrella of a broader district such as Zilker Park District, and the COA ordinance would override the State Law.
  - iv. Rainey Street Development: There have not been any meetings with the developers or the community, and it's been pending for four weeks. The Chair explained that from his understanding and research a group from the community would go to the ordinances sub-committee and request that they consider including compatibility standards when they revise plans and development for Rainey Street. Two or three speakers and a room of supporters will be needed to make a recommendation to the planning commission as an addition to the amendment to the land development code. The Chair mentioned that the land development code is being overhauled for revisions on the problem areas, and the ESB-MACC Board's request would be a new amendment and would be addressed by ordinance and go through the public process.
  - v. Rainey Street Conditional Use Amendment: The Chair reported that City Council had 3 public meetings to address new businesses, such as the bars on Rainey Street that must go through a public process, plan commission, and provide public input on new proposed establishments. He also reported that City Council will take action on an option to preserve and move historical homes or demolish the homes.
- b. The Board will discuss and take action on proposed and approved rentals. (Oyervides, Sanchez-Ruiz)
  - i. Member Smith recommended that VSA host their event Art in the Park. Chair Oyervides will include this as an agenda item, if there is an issue with the event.
  - ii. The Chair will review ESB-MACC staff's rental request form.
- c. The Board will discuss and take action on FY2014 budget issues. (Oyervides, Sanchez-Ruiz)
  - i. No discussion.
- d. The Board will discuss and take action on Rainey Street parcel issues. (Oyervides, Sanchez-Ruiz)

- i. No discussion.
- e. The Board will discuss and take action on Rainey Street development and compatibility issues. (Carroll, Sanchez-Ruiz)
  - i. The Chair felt that the concerns of the community have been addressed and that the Board would like to meet with the developers and any future developers who want to build in the Rainey Street neighborhood. He also mentioned that the possibility of including the compatibility standards should be incorporated into the Rainey Street sub-district of the Waterfront overlay and would like the Board to be more pro-active. It may take 2 – 3 years for concerns to be addressed and incorporated.
- f. The Board will discuss and take action on revenues and logistics for ESB-MACC parking. (Oyervides, Sanchez-Ruiz)
  - i. The Board recommended that five 30 minute signs be installed for visitor parking during business hours.
- g. The Board will discuss and take action on an annual State of the ESB-MACC. (Valencia, Sanchez-Ruiz)
  - i. Herlinda Zamora was asked to present to the Board a summary of programming in June and to get into the habit of presenting to the Board in November.
  - ii. The Chair wants to see improvements with AISD. Member Sanchez-Ruiz and Valencia would like to see student art exhibits in the galleries. Chair Oyervides suggested taking the National Arts Program off the calendar with board action and substituting it for a children's art exhibit with AISD.
- h. The Board will discuss and take action on Working Group reports.
  - Latino Artists Mercado (Oyervides, Smith, H. Zamora), Marketing (Smith, Sanchez-Ruiz, Limon), and Landscaping (Sanchez-Ruiz)
  - i. No reports. Zamora and Sanchez-Ruiz will attempt to meet with Big Red Sun before the next board meeting.

**7. FUTURE AGENDA ITEMS:**

- a. Student Art program sponsored by Sanchez-Ruiz and Valencia.
- b. Approval of Annual Internal Review Report.

**ADJOURNMENT**

**Oyervides adjourned the meeting at 7:32 pm with a motion from Co-Chair Oyervides and a second from Member Smith without objection (4.0).** + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith and Valencia. Member Carroll left at 6:45 pm.